

The Sale of Silks at About Half Price

Such selling can be but temporary. You pick up a bargain when we do. The offering lends the widest range—blacks, colors and fancies. You can do your buying for all the season. The styles and colorings are the latest.

75c for \$1 Black Taffeta, 36 inches wide. They are bright, lustrous and all newly woven.

50c for \$1 Pongee, 27 inches wide, strong and durable; all colors and some in natural bamboo shade.

25c for 40c Pongee, 18 inches wide; suitable for shirt waists, and makes durable linings.

45c for 80c Silks—Shepherd's checks, in navy and white, black and white, red and white, and all the desirable size checks.

70c for 30c Wash Silks, white and colored stripes; pure silk; washable like linen.

85c for \$1.25 Fancy Louisines, all of the new pastel colors, with miniature embroidered figures; these are soft and pliable, in street shades.

85c for \$1.25 Fancy Silks—An extra heavy taffeta, in the new stripe effects, in five different size stripes, 27 inches wide.

1.25 for \$2.25 Solid—45 inches wide; these are soft and pliable, suggesting a fine suede leather; are here in nineteen colors, including white and cream.

58c for 75c Taffetas—A new and complete line of colors, including white and cream.

60c for \$1 Changeable Taffeta—Extra heavy, rustling finish, made for shirt waist suits; a fine, even weave, that will give good service.

20c for 50c Fancy Checks, two-toned and plain effects, in soft Louisine finish, small and medium size checks.

90c for \$1.10 Taffeta—It is a yard wide; we had to take 1,100 yards to get them at this low price; made for the three-piece suits—finest crew black.

50c for 85c Black Taffeta—Imported quality—a regular dress taffeta; has a bright, lustrous finish.

30c for 50c Chinese Silk—36 inches wide (white only); suitable for whole dresses, launders perfectly.

50c for Changeable Louisines—50 yards, in a choice selection of new shades, for full costumes.

\$1.25 for \$1.75 Fancy Black Silks. A good assortment of small embroidered seed effects, entirely new styles, for whole suits.

Merchandise Is Anxiously Seeking Sale. Cohen's Store Helps With Most Remarkable Gathering.

The new store and its thoroughness is the interest of all Richmond. The merchandise development is of the most sumptuous character. Not in years have opportunities favored such extraordinary selling. The occasion deserves the most enthusiastic buying. Almost every country's product yields a share in this Special Sale.

The Little Shepherd of the Kingdom Come, a \$1.50 book, is here for 45c.

The New Men's Furnishing Store

will open on Monday.

170 dozen 3-inch wide White and Colored Four-In-Hands, values 25c and 35c, for 18c each.

32 dozen Men's 50c Negligee Shirts for 25c and 35c each.

170 dozen Men's Black Double-Sole Half Hose, best 12 1-2c values, for 7c a pair.

Men's 25c Suspenders for 15c.

A lot of Men's 50c Fleece Undershirts, 25c each.

18 dozen Men's Best 50c Night Shirts, 30c each.

Also, 9 dozen \$1 and \$1.25 Night Shirts for 75c each.

The Laces

in their lavish assemblage, European Lace art. All give a display of the new thoughts, with prices that are almost astonishing. You may spend an hour examining the wonderful detail of the pretty new work.

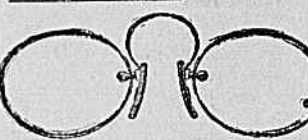
Monday on sale 2,000 yards of Net Top Laces to 5 inches wide, 9c and 12 1-2c a yard.

Special sale of Point de Paris Lace—about 500 yards—2 inches wide, 3c a yard.

Val and other Wash Laces, in every variety, for 3c, 5c, 8c, 10c and 12 1-2c. These must be seen to be appreciated.

Batiste and Baby Irish Laces—Insertings, Galloons and Medallions—25c to \$1.50 a yard.

Eye Logic.



You may, if you feel able, pay \$50 for a pair of Glasses; but if so, over \$40 of it is clear profit.

If you can get good service—service that has a guarantee as broad as Cohen's store can make it—what more can you ask? You surely know whether Glasses are of assistance to you.

Our specialist can tell on examination what you need. You know if you are suited; if not, it costs you nothing.

MONDAY WE WILL FURNISH Genuine Regaloid Skeleton Eye-Glasses and examination for \$2.

We could charge \$20 or \$25, but this department's sphere is to prevent such overcharging.

Golden Eye-Glasses or Spectacles, \$1, for Monday.

This is Free.

Have you a photograph which you fear will fade? You can have it imperishably transferred to non-corrosive metal absolutely free.

A purchase of \$5 is all that is necessary. Then bring your photo, and we do the rest. In buying your merchandise, see that amount of purchase is punched out at booth on your ticket.



All the March Patterns are now in. The Quarterly Style Books are here. Get a free Monthly Style Book.

Warehouse Full of Hosiery

Sample dozens are on sale at the store. This special purchase amounts to thousands of dozens. There was a price inducement that meant one-third and over a gift.

Women's All-over Lace Stockings—lisle thread—will be 17c a pair.

Women's 20c Lace Stockings, black and white; special, 12 1-2c a pair.

Rembrandt and Richelle Lisle Thread, also the Gauge Lisle Thread Imported Hosiery, that always sell for 35c and 30c; choice, 25c.

Best 50c Embroidered Gause

Lisle and other fancy Stockings will sell for 30c.

Lot of Boys' and Girls' Stockings; those that the best merchants stand back of, at 10c and 12 1-2c.

Also a lot of Men's Half Hose—for which apply to the Men's Department—5c, 10c and 12 1-2c a pair.

The Second Floor Garment Store is Ready.

Dresses of every new conception. Shirt-Waists in their wide variety of treatment.

Coats, Skirts, House Gowns, etc. Muslin Underwear in all their new lingerie combination; Infant Outfits, Boys' Clothes, etc.

A visit of inspection with regard to styles and their perfection will be profitable to dressmakers as well as the dressers.

The Store of New and Beautiful Dresses

We've made this sort of preparation in the store's outfit of Women's Dresses that's of vital interest to all that are fond of perfection. Cohen's Ready-Made Garments have improved with every season. Every care is exercised, so that the tailoring, fit and material equal those that are usually bought at three times their price.

Not a Suit at \$15 anywhere that we know of equals these new beauties that we sell for \$10. Materials of all-wool, light gray, invisible check, and perfectly tailored.

Chiffon Panama Dresses, lingerie trimmings; there should be no difficulty selling them at 25c; black and various colors; our price, \$15.

\$15.50 buys Dresses that are difficult to find under \$30.

Among the choice styles of this season are the Pony Jacket Suits, the range of price in white and various colors from \$12.50 up.

Those who are fastidious dressers are especially invited to call and inspect—our Man-Tailor-Made Dresser, at \$25 to \$35.

White Lingerie Dresses are ready for showing, quite a number that are extraordinarily in designs are here; price from \$3.98 to \$39.

A Store of Remarkable Shirtwaists.

The many styles are almost inconceivable. Fashion says Shirt-Waists are in the foreground of style for the coming season. Many are new in their artistic beauty and style.

The most beautiful Lingerie Waist of embroidery or lace; the best \$5 Waist in every appearance; all sizes, for \$2.50.

Hand-Embroidered Linen Waist, lingerie cloth, should be \$5, are \$3.98.

12 styles of White Muslin Waist, with lace or embroidery; values that have never appeared before; choice, 98c.

Your Boys Are Fitted Out Here

at better than the right prices at all times. We have a storehouse of Wash Suits, sample dozens of which are on display here.

If you buy them now there is a half price on the best styles.

80c to \$1.50 a Suit; values 75c to \$2.75.

We are closing out every style and kind of Woolen Suits before the new spring styles come in; some are regular spring weight.

Sale also of Boys' Caps and Hats.

Corsets Here.

25c and 50c for Corsets in every variety of style; values just about double.

We fit Corsets for ease and comfort, with perfection, from \$1 to \$9 a pair.

Wash Fabrics Like Silk

It is difficult to draw the line between the two. Every season adds new wonder-beauty to the cottons. The department has over a dozen new fabrics that differ from any of all the past. Special Monday the following items:

12 1-2c Finest Batiste for \$1 1-2c. Prettiest neat or flowered designs.

Sixty pieces of Pure Linen Etamines, double width, in natural colors and tinted. The import cost is \$2 1/2c; we sell them for 25c a yard.

Bourette Linens, the most beautiful fabric of the season, and you will find the price 50c elsewhere. In all the various mixed colors and combination effects; the prices are 10c and 25c a yard.

Irish Sulting, in solid colors, in reseda, Alice blue, gray, green, red, navy and blue. These goods were imported to sell for 25c; our price 12 1-2c a yard.

New Shadow Checks are 25c. Silk Mousseline de Soie, the soft, clingy fabric of the season, in new designs of printing; they are a 30c value; our price Monday, 10c a yard.

Silk Mull, in all the various solid colors; the usual 12 1/2c ones for \$1 1-2c.

New French Organdies, the most beautiful printing, in their novel floral designs; 27 1/2c value, for 25 1-2c.

2,000 yards of Dress Gingham, on sale Monday for 0 1-4c a yard.

White Linen Finished Sulting, the regular 12 1/2c quality, for 8 3-4c.

2,700 yards of White Linen Finish Sulting, the quality that sells for 18c; will be sold Monday for 12c a yard.

Full Yard Wide Linon d'Inde, in white ground, small figures, will be sold for 8 3-4c a yard.

White Shamrock Sulting, 25c best value, for 12 1-2c.

The Silken Kimono Cloth, imported from Japan, is 25c.

2,000 yards of Yard Wide Madras, 16c regular quality, 11c a yard.

Twill Sulting, in mixed colors, in brown or blue; the best 12 1/2c value we have seen; the price Monday will be 7 1-2c a yard.

New Dress Goods Store

is placed on the superb footing of supplying every conceivable want and from every country where the choicest fabrics are produced. The new department is quadrupling its sales. The goods and the prices go hand in hand. The wide range of variety is worth your seeing.

Colored Goods.

35-inch All-Wool Novelty Sulting, 50c.

44-inch Fancy Mohair, blue, brown, green; \$1 quality, 80c.

44-inch Imported French Sulting, hard finish; \$1.25 value, \$1.

46-inch All-Wool Panama, all shades; \$1 value, 85c.

58-inch Stripe Gray Sulting, \$2 value, \$1.60.

38-inch All-Wool Voile, 50c quality, 30c.

44-inch Silk and Wool Crepe, \$1.50 value, \$1.25.

56-inch All-Wool Panama, \$1.50 value, \$1.25.

Black Goods.

38-inch All-Wool Black Serge, 50c value, 50c.

44-inch All-Wool Stripe Voile, \$1 value, 60c.

46-inch All-Wool Black Voile, \$1 value, 85c.

58-inch All-Wool Black Panama, \$1.50 value, \$1.25.

52-inch All-Wool Black Cheviot, \$1 value, 75c.

44-inch Black Mohair, beautiful luster; 85c value, 50c.

46-inch All-Wool Unfinished Cheviot, 55c value, 60c.

46-inch Black Voile, \$1.50 value, \$1.25.

Third Floor Sale.

Floor Oil Cloth and Linoleums

Heavy Cork Linoleum—hall, bath and kitchen effects, for 30c a yard. Best Floor Oil Cloth, usual 45c grade, 25c a yard.

Inhall Linoleums, 75c a yard.

Linoleum Cork Bath Mats, 50c.

Mattings.

9c a yard—Close Woven China Mattings, usual 12 1/2c grades.

15c a yard—Close Weave, Heavy China Mattings, good 20c value.

20c a yard—Heavy China Mattings, usual 25c and 30c values.

25c a yard for the finest China Mattings, about 25 patterns to select from.

Curtains and Draperies.

Bonne Femme Curtains, in white and Arabian, \$4.50 and \$5 values, \$2.98 each.

Irish Point Curtains, heavy scroll and floral designs, 3 1/2 yards long; value \$8 and \$9, for \$6.50 a pair.

Cable Net Curtains, in heavy Arabian cord work design; value to \$4.50, for \$2.98 a pair.

Heavy Net Curtains, with neat scroll design borders; worth to \$1.75, for 98c a pair.

Tapestry design Screens, solid oak frames, \$1 value, 60c each.

Mission Screens, 3-fold, 5 feet 6 inches high, filled with solid color design; \$3.50 value, for \$2.50.

Solid Oak Screens, frames brass trimmed, full size, 45c each.

Our Bargain Thoroughfare

Nearly the whole of our right aisle is filled with little things which were selected by shrewd buyers to sell at under-prices.

Notions.

Children's Hose Supporters, 13c a pair.

All Size Safety Pins, 2c a dozen.

Black Shoe Laces, 4-4 and 5-4, 6c a dozen.

Black Darning Cotton, 4 spools for 5c.

Kid Curtains, all sizes, 5c a dozen.

Large cakes, Witch Hazel Soap, 3 in. x 4 in. x 1 in. box.

5c bottle Machine Oil, 3c.

4711 White Rose Glycerine Soap, 12c.

Combination Black Shoe Polish, 5c.

Krusius Brothers' Best Steel Scissors, all sizes, 25c a pair.

Linings.

Gray Silena, our usual 12 1/2c quality, for 7c a yard.

25c New Berge Lining, in black only, 10c a yard.

25c Near Silk, 12 1-2c a yard.

3c Mercerized Satteen, 10c a yard.

Ribbons.

4 and 5-inch All Silk Ribbon, regular prices 20c and 25c—mill ends—15c a yard.

3-inch Ribbon, all silk, 9c a yard.

4-inch 45c Plaid Ribbon, only a few pieces, 20c a yard.

3-inch Liberty Satin Ribbon, 12 1-2c a yard.

3-inch Black Hair Ribbon, 10c.

Leather Goods.

A big lot of 50c Bags, in all colors, 25c each.

New shape in Bags, with three compartments—including the Japanese—for 50c.

White and Black Kid Belts, with military buckles and trimmed with buttons; the regular 60c ones, 25c.

A big lot of Silk Belts, in all colors, including black; special at 10c each.

Nothing Ever Equalled These White Goods

Whether the plain or fancy white fabric that the new ideas have suggested, THE PRICES lend the interest that is irresistible. In the greater part these beauties came for almost ONE-HALF OF VALUE.

2,700 yards of soft Lady Cloth, the quality that sells for \$2 a piece, of 12 yards. This comes in 50-yard pieces, and will be cut in any length at 12 1-2c a yard.

India Linon, 40 inches wide, sold last season at 12 1/2c, the value is 25 per cent. more; the price now is 11c.

3,400 yards of the best 10c Sheer India Linon, 8 1-2c a yard.

Finest India Linon ever sold for 25c, is here for 10 2-3c.

3,600 yards of Double Width Persian Lawn, cost 16c wholesale, is 12 1-2c a yard.

Finest 25c quality of Persian Lawn is 10 2-3c a yard.

French Wash Lawn, 45 inches wide, 12 1-2c a yard.

Lingerie Madras, mercerized, 10c.

25c Figured Piques, 10c.

French Welts, a great variety, 12 1-2c.

Finest Paris Mousseline, 45 inches wide, that sold at 35c, is here for 25c a yard.

10c Yard Wide New Design Shirt, and Waistband Madras, 12 1-2c.

Embroidered Dot Imported 25c Swiss Muslin, 10 2-3c.

500 pieces of English Long Cloth, 12 yards to the piece, 70c a piece.

A counterful of 40-inch India Linons, qualities to 16 2-3c, for 9 3-4c a yard.

Mercerized Madras and Waistings, in fancy effects and cords; values to 25c, for 15c.

80c White Waistband Damassa, 50c.

45-inch Fine Quality Lingerie Cloth, cost to 55c, for 17c.

Beautiful Embroideries

At Regardless of Value Prices.

Every kind, every width and every style. This purchase of thousands and thousands of yards offers a chance for a summer's supply that at present can have no repetition in view. The wholesale prices have advanced fully 60 per cent. beyond what they were when these were contracted for.

All-Over Embroideries, that cost to \$1.25, for 70c a yard, including the English eyelet, the fine baby patterns, and all the various styles that are for lingerie use or dresses.

Another counterful of All-Over Embroideries are 95c a yard, that cost to \$2.

Japanese All-Over Embroideries on Lingerie cloth are among the novel effects; we have a full assortment, with trimmings and flouncings to match.

Embroidered Flouncings at 25c a yard; every width up to the widest. Never, since the business has been in existence, have we given such values, the wholesale cost would be 50c.

29,000 yards of Embroideries at 5c, 7c and 9c a yard. This is one of the biggest values we ever had, and includes both Edgings and Insertings, with values to 16c.

4,000 yards of Embroideries at 5c a yard, including colored and white Edgings and Insertings and Embroidered Galloon Headings; values to 12 1/2c.

On Sale Monday for the first time this season, Wide Swiss Flouncings and Wide Insertings to match; values usually \$1. These are 50c a yard.

There are Madallions, Motifs and many other embroidered novelties, including Robes, Shirt Waist Patterns, etc.

The Bargain Basement

Is a Practical Gift Store.

The most reliable fabrics for just one-half. It includes hundreds of things that can't be mentioned here. Its mission is economy in every detail.